Workshop Menu

Your Community by the Numbers: Introduction to Data.Census.gov
Learn how to use data.census.gov to access the most current and relevant demographic, socioeconomic, and housing statistics about your community. During this training, you will learn about the American Community Survey (ACS) and other Census Bureau programs, geographies, and datasets available. You will also learn how to use the search and navigation features in data.census.gov as well as how to download tables and create thematic maps. This training is recommended for all data users.

Making Sense of the American Community Survey
Learn about how data from the American Community Survey (ACS) is collected, as well as how you can access and utilize it for your grant, research, community development plan, marketing and more. This workshop will cover:
•	Background information about the ACS, its methodology, geographies, datasets and topics.
•	How to use data.census.gov, the Narrative Profiles and other resources to access social, economic, housing, and demographic data available down to the neighborhood level (tract and block group).
•	Uses and limitations of the ACS datasets.

Data on a Deadline: Quick Access Data Tools and Reports
Explore census.gov and learn where to find and how to use a variety of data access tools that can quickly provide a snapshot of your community or market. Through short live demos you will gain insights about tools and resources such as QuickFacts, data.census.gov, Narrative Profiles, Census Business Builder, PopClock, OnTheMap, API, Interactive Maps and more. You will also learn about Census Bureau programs like the American Community Survey, Economic Census, the Longitudinal-Employer Household Dynamics and more to determine which product best meets your needs.

Your Business by the Numbers: Census Business Builder
Learn how to access statistics on the characteristics of customers in your market and businesses in your industry, including data on sales, receipts, payroll, and much more using the Census Business Builder. This training is designed for entrepreneurs interested in growing their business, raising their awareness of their market and local competition, researching site locations, developing a business plan, among many other uses. The Census Business Builder allows you to visualize these data on a map of your selected area, as well as to produce a data report that can be used for your business plan and more. You will also find out how the Census Bureau measures key information about businesses and industries in this overview of our economic programs.

Data Access and Cross Tabulation Using MDAT
Learn how to access American Community Survey and Current Population Survey Public Use Microdata Sample (PUMS) files, and customize tables using data.census.gov/mdat (MDAT). Participants will also learn how to cross-tabulate and modify variables to fulfill specific requirements of a project. Using the MDAT tool, you can develop an unlimited array of customized spreadsheets that are as versatile and complex as your usage demands.

Taking America's Pulse: The Covid-19 Pandemic
During the Covid-19 Pandemic, the U.S. Census Bureau surveyed households and businesses to better understand the effects of the COVID-19 pandemic. This webinar will teach you how to access and use data available from the Pulse Survey and the Covid-19 Hub to better analyze the impact of the pandemic on education, housing and food security, business closures, furloughs, and the supply chain.

Veterans by the Numbers
Learn how to access the most up-to-date demographic, socioeconomic, housing, and business statistics about our Veterans from the American Community Survey and the Annual Business Survey using a variety of data tools available online.

Data on a Deadline: An Interactive Workshop for Journalists
This workshop is designed to give reporters an overview of the power of census data for storytelling. Reporters will learn how to access and use demographic, socioeconomic, housing, and business data that can be used to identify trends, as well as generate and enhance news stories.   They will also learn how to navigate data.census.gov and other tools such as Quick Facts, Facts for Features, and Census Reporter.

The Road to Employment Dynamics: OnTheMap and Other LEHD Products

This workshop is designed for local planners, businesses, economic development organizations and other data users who want to research local workforce and employment trends. During this training you will learn how to use the OnTheMap tool, which is a web-based mapping and reporting application that shows where workers are employed and where they live. It also provides companion reports on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. You will also learn how to access data about jobs, employment dynamics, hiring, creation and destruction, earnings and much more for workers by industry, utilizing other Local Employment Dynamics (LED) products such as QWI Explorer, J2J Explorer, PESO Explorer and the LED Extraction Tool.

OnTheMap for Emergency Management for Response and Recovery During a Natural Disaster
OnTheMap for Emergency Management is a public data tool that provides an intuitive web-based interface for accessing U.S. population and workforce statistics, in real time, for areas being affected by natural disasters. The tool allows users to retrieve reports containing detailed workforce, population, and housing characteristics for hurricanes, floods, wildfires, winter storms, and federal disaster declaration areas.

Your Community by the Numbers: Race, Ethnicity, Ancestry, and Foreign- Born Populations
Learn about how to access data from the Census Bureau about race, ethnicity, foreign-born and ancestry groups using a variety of online tools available at data.census.gov, and other online data tools. During this training, you will also learn about how the Census Bureau collects and publishes data on these topics, as well how to access and download tables and create maps.

Your Tribal Nation by the Numbers: Accessing American Indian and Alaska Native Statistics
During this workshop, you will learn how to access demographic, socioeconomic and housing data about tribe members, reservations, and trust lands. This workshop will teach novice data users, grant writers, and planners to navigate and use Census Bureau data products from the Decennial Census and the American Community Survey.

Hispanics by the Numbers
Learn how to access demographic, socioeconomic and housing data about Hispanics in the U.S. This workshop will cover numerous topics, including the historical trends of the Hispanic population in the U.S., growth, top states and top percentage changes, as well as the top percentage of Hispanic ethnicities. This information will show comparisons within the U.S., along with the Hispanic population projections for the U.S. all the way to 2060.

The Map Lab at data.census.gov: Tracts, Block Groups, and Blocks
This workshop is designed for data users who are already familiar with the American Community Survey datasets and the data.census.gov tool. You will learn how to use the mapping feature to access key demographic, socioeconomic, and housing indicators for statistical geographies such as tracts, block groups, and blocks. Users will be able to utilize these geographies to define neighborhoods and service areas and create community profiles and basic maps.

Hack the Census: Census Tools for Developers
Learn how to access the most up-to-date demographic, socioeconomic, housing, economic, business, and geospatial data directly from the Census Bureau Application Programming Interface (API). The Census Bureau API includes data from the American Community Survey, the Economic Census, County Business Patterns, Quarterly Workforce Indicators, and more.

Sharing the Wealth: Accessing Income & Poverty Statistics
In this workshop you will learn how to access and use data on income and poverty using data.census.gov and other resources available on census.gov. You will be introduced to data visualizations that examine key statistics related to income and poverty.

Exploring census.gov: An Introduction to Census Bureau Online Resources
This workshop is designed to help initial and returning visitors easily navigate census.gov. You will learn where to find information about all the surveys and census conducted by the Census Bureau, as well as about the many resources available for data users to learn how to access and use data.

All About American Caribbean People
In this workshop you will learn how to easily retrieve data for people that were born in the Caribbean region and those that share a Caribbean ancestry. You will also be introduced to how to access the international database available for the Caribbean countries.

America's Aging Population

Detailed information and statistics on population aging and the older population are critical for understanding the impact on society and the economy and to inform policies and programs. In this webinar you will learn to access economic, demographic and socioeconomic data on the older population for various geography levels.

Assessing the Health Needs of Your Community

This workshop will teach you how to access data and other resources available on census.gov that can assist you in better analyzing the health needs of your community when developing your community health needs assessments according to the requirements of the Affordable Care Act of 2010 (ACA). You will explore a variety of datasets that include data on age, sex, race, ethnicity, income, poverty rates, housing costs, educational levels, English-language proficiency, and transportation access, among others.

Stats in Your Classroom: Making Statistics Easy and Accessible to Teachers and Students

The Census Bureau will bring a wealth of data to your classroom through our Statistics in Schools (SIS) program. You will explore activities and lessons in social studies, math, English, geography, sociology and more, developed for K-12 students. These resources are teacher designed and provide valuable lessons for students to develop critical data-literacy skills.

Life Cycle of a Piece of Data: Analysis of an American Community Survey (ACS) Question

This session will trace how an ACS question moves from conception to data collection, statistical release, then who and how it is used. Following the presentation, the instructor will demonstrate how to access ACS data using data.census.gov.